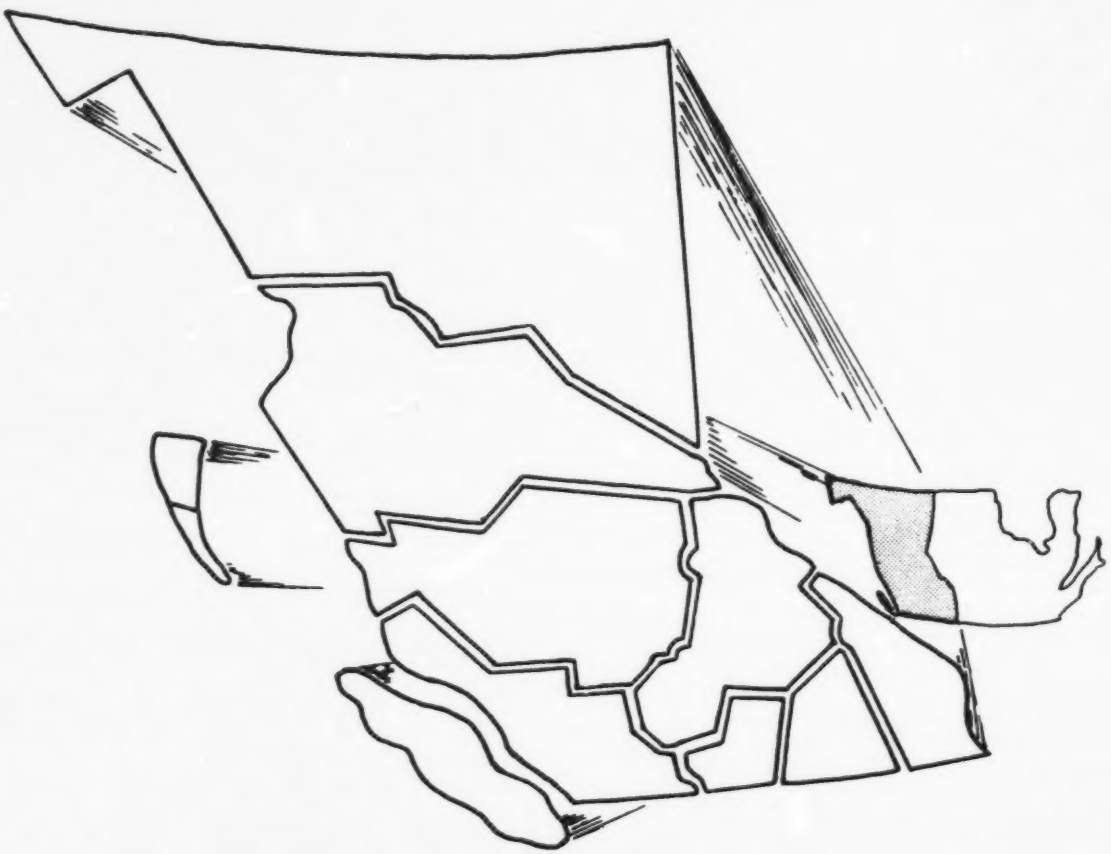
TOURISM BRITISH COLUMBIA

TOURISM HIGHLIGHTS 1981



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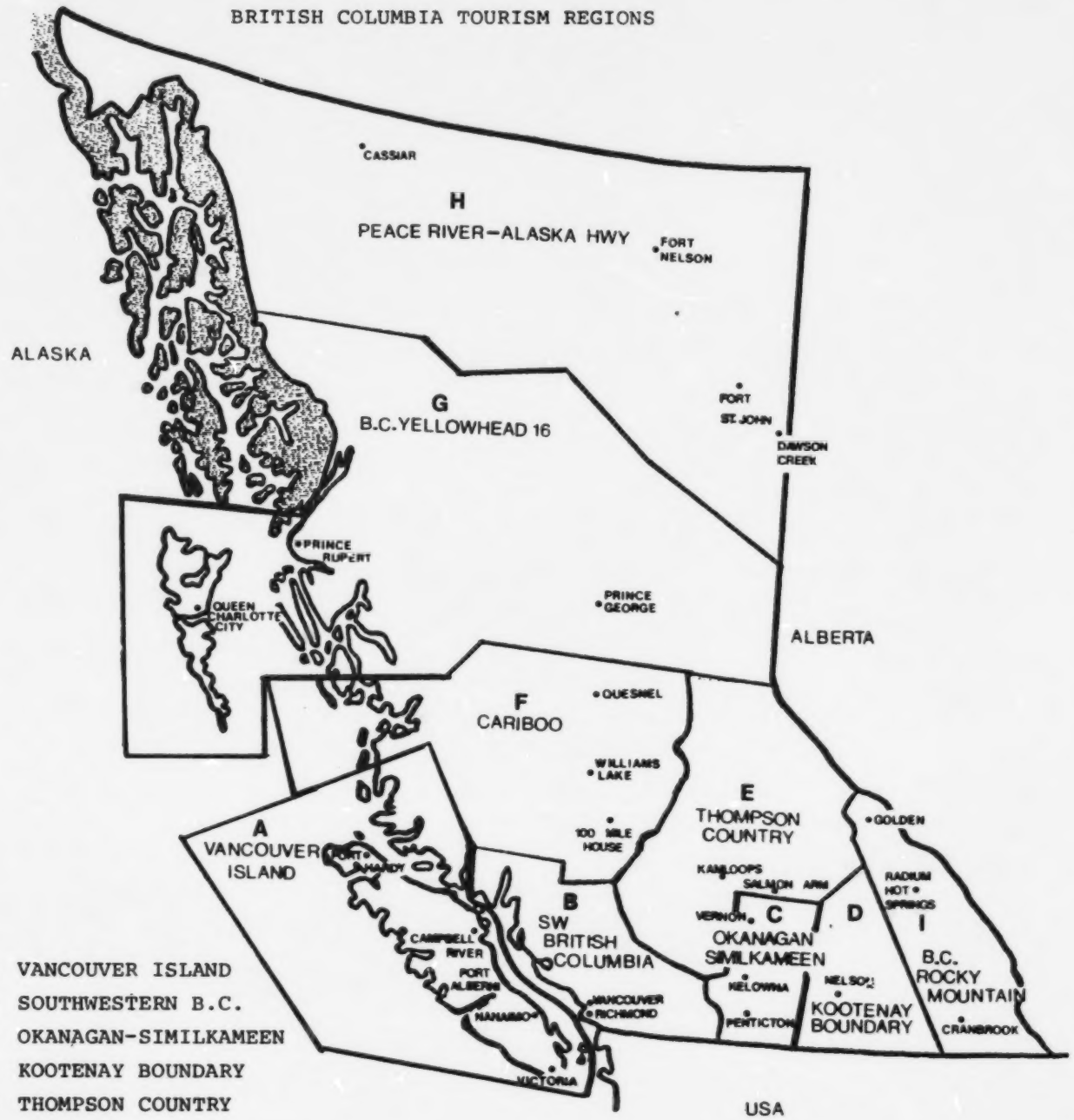
BRITISH COLUMBIA TOURISM REGIONS



A VANCOUVER ISLAND
B SOUTHWESTERN B.C.
C OKANAGAN-SIMILKAMEEN
D KOOTENAY BOUNDARY
E THOMPSON COUNTRY
F CARIBOO
G B.C. YELLOWHEAD 16
H PEACE RIVER, ALASKA HWY.
I B.C. ROCKY MOUNTAIN

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SUMMARY OF 1981 PROVINCIAL TOURISM

TOURISM REVENUE REACHED $2.02 BILLION IN 1981.

TOTAL OVERNIGHT VISITORS TRAVELLING IN BRITISH COLUMBIA DURING 1981 WAS 12.48 MILLION.

RESIDENT TRAVELLERS FORMED THE LARGEST GROUP IN BOTH REVENUE AND NUMBER OF PERSON-TRIPS ACCOUNTING FOR $950 MILLION OR 47% OF TOTAL TOURISM REVENUE AND 6.1 MILLION OR 49% OF TOTAL PERSON-TRIPS.

MORE THAN $560 MILLION WAS SPENT BY THE 3.2 MILLION VISITORS FROM OTHER CANADIAN PROVINCES AND THE TERRITORIES.

VISITORS FROM THE UNITED STATES ACCOUNTED FOR MORE THAN 2.7 MILLION PERSON-TRIPS AND CONTRIBUTED $355 MILLION TO TOURISM REVENUE.

OVERSEAS VISITORS ACCOUNTED FOR MORE THAN 455,000 PERSON-TRIPS AND $155 MILLION IN TOURISM REVENUE.

I INTRODUCTION

BRITISH COLUMBIA DERIVES REVENUE FROM MILLIONS OF PEOPLE EACH YEAR WHO TRAVEL TO AND WITHIN THE PROVINCE. THE PROVINCE OFFERS TRAVELLERS DIVERSE SCENERY, NUMEROUS PARKS AND ATTRACTIONS AND A FAVOURABLE CLIMATE.

THE SPECTACULAR NATURAL RESOURCES OF THE PROVINCE PROVIDE AN ARRAY OF LAND AND WATER BASED ACTIVITIES SUCH AS MOUNTAINEERING, ALPINE SKIING, HUNTING, SPORT FISHING, PLEASURE BOAT CRUISING, CANOEING AND SCUBA DIVING. TRAVELLERS CAN EXPERIENCE HOTSPRINGS, RESORTS, CAMPS AND DUDE RANCHES OR VISIT THE NUMEROUS MAN-MADE ATTRACTIONS WHICH PROVIDE ENTERTAINMENT AND RECREATION.

TOURISM IS THE THIRD LARGEST REVENUE GENERATING INDUSTRY IN BRITISH COLUMBIA. IN 1981, TOURISM REVENUE SURPASSED THE TWO BILLION DOLLAR MARK AND CONSTITUTED APPROXIMATELY 5% OF THE GROSS PROVINCIAL PRODUCT.

II TOURISM REVENUE AND VISITOR VOLUME IN BRITISH COLUMBIA

TOURISM REVENUE IN BRITISH COLUMBIA TOTALLED $2.02 BILLION IN 1981. B.C. RESIDENTS REPRESENTED THE MOST IMPORTANT TOURIST MARKET, ACCOUNTING FOR MORE THAN $950 MILLION OR 47% OF TOTAL REVENUE. NON-RESIDENT TOURISTS CONTRIBUTED $1,070 MILLION AND MADE 6.38 MILLION PERSON-TRIPS TO THE PROVINCE IN THE SAME YEAR.

THE FOLLOWING TABLES SHOW THE BREAKDOWN OF REVENUE AND PERSON-TRIPS BY VISITOR ORIGIN IN 1981 COMPARED TO 1980 AND PERCENTAGE OF REVENUE AND PERSON-TRIPS BY ORIGIN IN 1981.

TABLE I

B.C. TOURISM REVENUES AND VISITOR VOLUMES
1980 AND 1981

VISITORS	REVENUE $(000,000)			OVERNIGHT ('000)		
	1980	1981	% Change	1980	1981	% Change
NON-RESIDENTS						
U.S.	325	355	+9.2	2,735	2,725	-0.4
CANADIAN	515	560	+8.7	3,450	3,200	-7.2
OVERSEAS	130	155	+19.2	440	455	+3.4
	970	1,070	+10.3	6,625	6,380	-3.7
B.C. RESIDENTS	830	950	+14.5	5,800	6,100	+5.2
	1,800	2,020	+12.2	12,425	12,480	+0.4

TABLE II

B.C. TOURISM REVENUE AND VISITOR VOLUME 1981

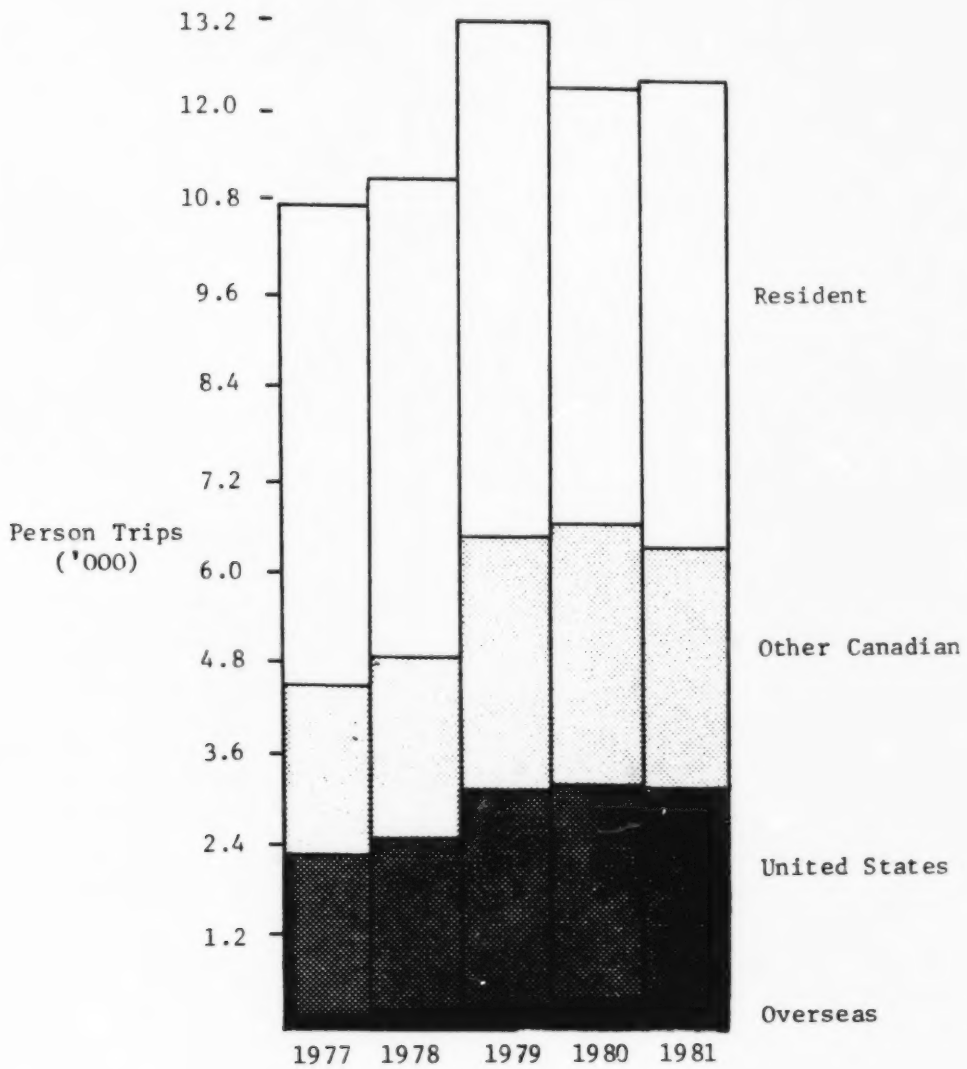
	REVENUE $(000,000)	%	PERSON-TRIPS ('000)	%
NON-RESIDENTS				
U.S.	355	17	2,725	22
CANADIAN	560	28	3,200	25
OVERSEAS	155	8	455	4
	1,070	53	6,380	51
B.C. RESIDENTS	950	47	6,100	49
	2,020	100	12,480	100

VOLUME OF VISITORS BY ORIGIN 1977-1981

BRITISH COLUMBIA RESIDENTS CONTINUED TO MAINTAIN THE LARGEST MARKET SHARE OF VISITORS, ACCOUNTING FOR 49% OF THE TOTAL VISITORS IN 1981.

FIGURE 1

VOLUME OF VISITORS BY ORIGIN 1977-1981



VISITOR ORIGIN — PERSON-TRIPS ('000)

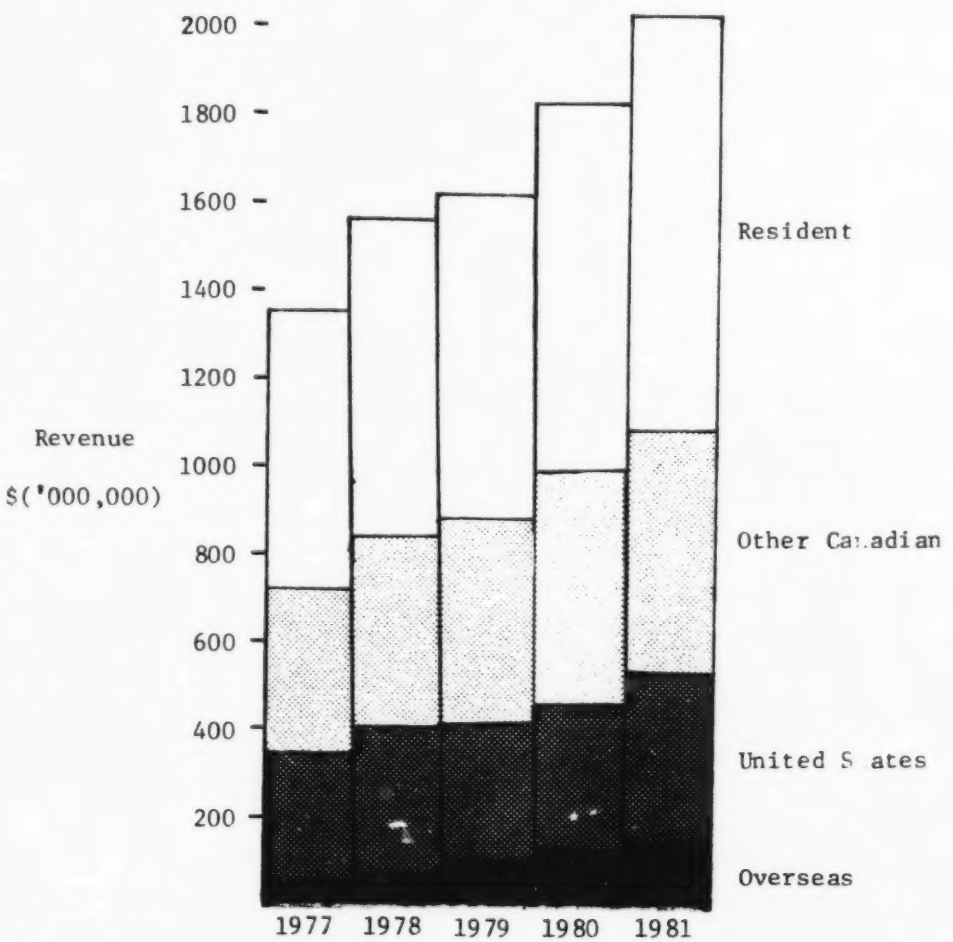
	1977	1978	1979	1980	1981
RESIDENT	6,200	6,560	6,750	5,800	6,100
OTHER CANADIAN	2,200	2,450	3,350	3,450	3,200
UNITED STATES	2,050	2,160	2,730	2,735	2,725
OVERSEAS	275	330	420	440	455
TOTAL	10,725	11,500	13,250	12,425	12,480

REVENUE BY VISITOR ORIGIN 1977-1981

TOURISM REVENUE HAS INCREASED ANNUALLY SINCE 1977. BRITISH COLUMBIA RESIDENTS CONTINUED TO MAINTAIN THE LARGEST MARKET SHARE; 47% OF TOTAL REVENUE IN 1981.

FIGURE 2

REVENUE BY VISITOR ORIGIN 1977-1981



VISITOR ORIGIN	TOURISM REVENUE $('000,000)				
	1977	1978	1979	1980	1981
RESIDENT	630	725	730	830	950
OTHER CANADIAN	370	425	460	515	560
UNITED STATES	280	324	300	325	355
OVERSEAS	65	78	110	130	155
TOTAL	1,345	1,552	1,630	1,800	2,020

III REGIONAL MARKET SHARE

THE NINE TOURIST REGIONS HOST TRAVELLERS TO VARYING DEGREES. THE MAJORITY OF OUR VISITORS TRAVEL AROUND THE PROVINCE STAYING IN MORE THAN ONE TOURIST REGION. TOGETHER VANCOUVER ISLAND AND SOUTHWESTERN BRITISH COLUMBIA ACCOMMODATED OVER HALF OF THE TOTAL VISITOR TRIPS IN THE PROVINCE IN 1981.

THE FOLLOWING TABLE AND FIGURES INDICATE THE NUMBER OF VISITORS WHO STAY OVERNIGHT AND GENERATE REVENUE IN EACH REGION.

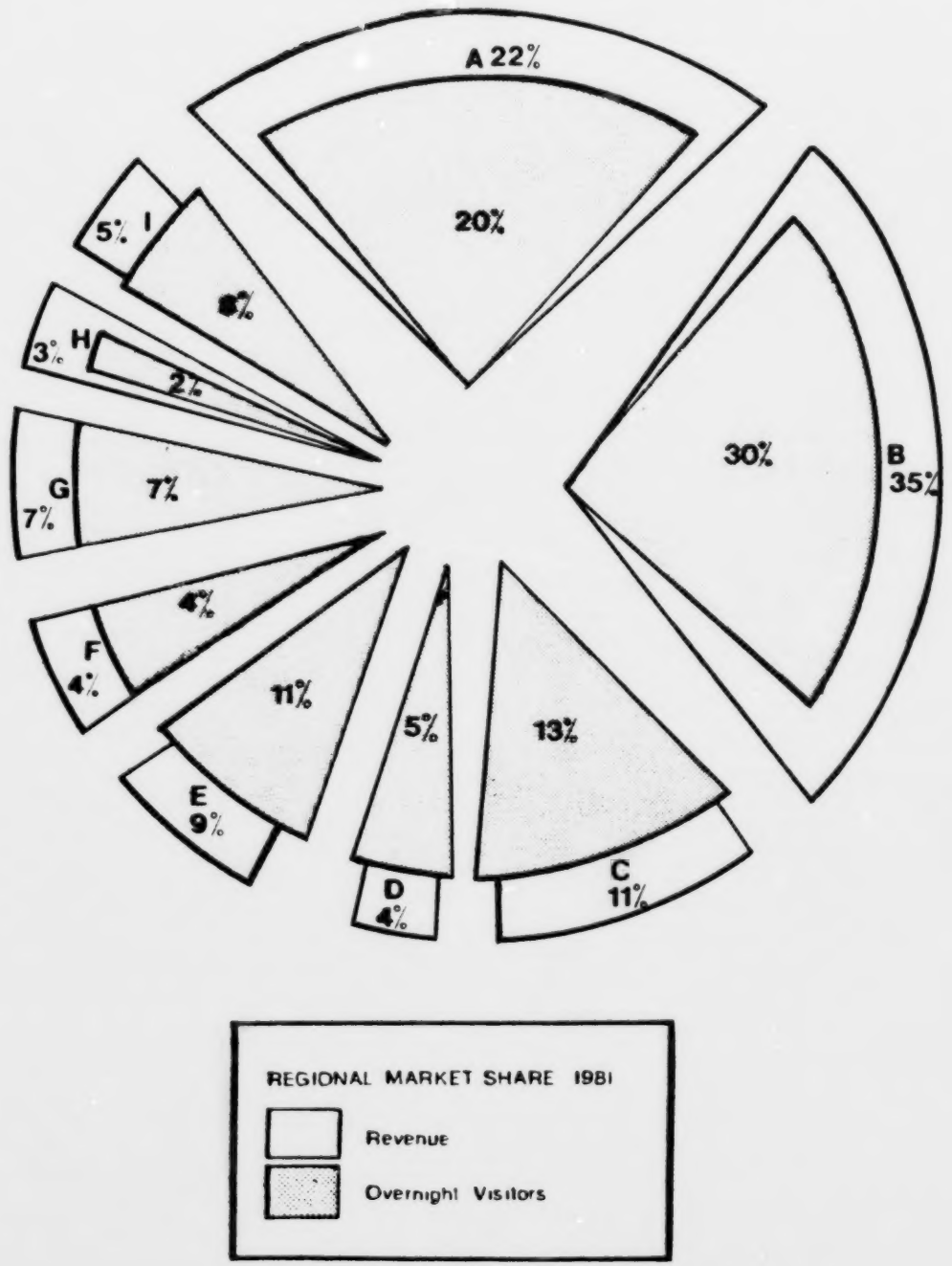
TABLE III

REGIONAL MARKET SHARE 1981

REGION		REVENUE $('000,000)	PERSON-TRIPS ('000)
A	VANCOUVER ISLAND	450	2,515
B	SOUTHWESTERN B.C.	700	3,740
C	OKANAGAN/SIMILKAMEEN	230	1,600
D	KOOTENAY BOUNDARY	85	600
E	THOMPSON COUNTRY	175	1,390
F	CARIBOO	70	530
G	B.C. YELLOWHEAD 16	150	830
H	PEACE RIVER/ALASKA HIGHWAY	50	315
I	B.C. ROCKY MOUNTAIN	110	960
		2,020	12,480

FIGURE 3

REGIONAL MARKET SHARE 1981



IV EXPENDITURE BREAKDOWN

THE AVERAGE PER DIEM EXPENDITURE BY EACH VISITOR IN 1981 WAS $33.00. TRANSPORTATION COSTS MADE UP THE LARGEST SHARE OF THE EXPENDITURE FOLLOWED BY RESTAURANT MEALS, ACCOMMODATION, SHOPPING, RECREATION AND ENTERTAINMENT AND GROCERIES.

TABLE IV

PER DIEM EXPENDITURES 1981

	EXPENDITURES $('000,000)	PROPORTION OF TOTAL EXPENDITURE
TRANSPORTATION	485	24%
RESTAURANT MEALS	465	23%
ACCOMMODATION	404	20%
SHOPPING	323	16%
RECREATION/ENTERTAINMENT	181	9%
GROCERIES	162	8%
	2,020	100%

THESE EXPENDITURES REALIZED $485 MILLION TO THE TRANSPORTATION SECTOR, $404 MILLION WITHIN THE ACCOMMODATION SECTOR, $465 MILLION TO FOOD SERVICES ESTABLISHMENTS, AND $666 MILLION TO RECREATION, ENTERTAINMENT, SHOPPING AND OTHER PERSONAL SERVICES.

THE "TOURISM PLANT" WHICH RECEIVES THESE REVENUES IS QUITE DIVERSE, ENCOMPASSING MORE THAN 10,000 BUSINESSES WHICH CATER DIRECTLY TO VISITORS. THESE OPERATIONS RANGE FROM FULL SERVICE HOTELS TO FISHING CAMPS AND FROM TRANSCONTINENTAL AIRLINES TO TAXI COMPANIES.

TOURISM DIRECTLY EMPLOYS APPROXIMATELY 70,000 PERSONS. IN ADDITION, HUNDREDS OF BUSINESSES BENEFIT FROM TOURISM INDIRECTLY BY PROVIDING SUPPLIES TO SUPPORT THE SERVICE SECTOR.

V BRITISH COLUMBIA TOURISM MARKET AREAS

1. BRITISH COLUMBIA RESIDENTS

BRITISH COLUMBIA RESIDENTS CONSTITUTED THE LARGEST SEGMENT OF TRAVELLERS IN THE PROVINCE WITH OVER 6.1 MILLION PERSON-TRIPS IN 1981 OR 49% OF TOTAL PERSON-TRIPS. THIS PROPORTION REPRESENTS AN INCREASE OF 5% OVER THE 5.8 MILLION PERSON-TRIPS MADE BY RESIDENTS IN 1980.

THE VOLUME OF TRAVEL BY BRITISH COLUMBIA RESIDENT TRAVELLERS WITHIN THE PROVINCE IS GROWING. THIS GROWTH MAY BE ATTRIBUTED TO FACTORS SUCH AS CURRENT ECONOMIC CONDITIONS AND THE VALUE OF THE CANADIAN DOLLAR COMPARED TO THE U.S. DOLLAR.

2. OTHER CANADIAN

THE NEIGHBOURING PROVINCE OF ALBERTA PROVIDES BRITISH COLUMBIA WITH ITS LARGEST SINGLE GROUP OF NON-RESIDENT TRAVELLERS.

THE VOLUME OF TRAVEL FROM CANADIANS OUTSIDE OF B.C. INCREASED ANNUALLY FROM 1977 TO 1981. IN 1981 OTHER CANADIAN TRAVELLERS ACCOUNTED FOR 3.2 MILLION PERSON-TRIPS, A DECREASE OF 7% FROM THE 1980 VOLUME OF 3.45 MILLION PERSON-TRIPS. THIS DECREASE IN TRAVEL MAY BE ATTRIBUTED TO SEVERAL CAUSES INCLUDING DECLINING DISPOSABLE INCOMES AND THE RISING COSTS OF LONG DISTANCE TRAVEL.

THE TWO TABLES WHICH FOLLOW INDICATE THE NUMBER OF CANADIANS ENTERING BRITISH COLUMBIA FROM OTHER PROVINCES AND THE UNITED STATES. IT SHOULD BE NOTED THAT THESE NUMBERS ALSO INCLUDE B.C. RESIDENTS RETURNING HOME.

TABLE V

NUMBER OF CANADIAN VEHICLES
ENTERING B.C. VIA THE U.S.

YEAR	VEHICLES
1981	1,547,285
1980	1,225,824
1979	1,073,407
1978	1,062,251
1977	1,021,195

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA

TABLE VI

TRANS CANADA HIGHWAY 1 - WESTBOUND TRAFFIC
THROUGH ROGERS PASS, BRITISH COLUMBIA

YEAR	PASSENGERS IN VEHICLES
1981	1,369,182*
1980	1,441,000
1979	1,347,000
1978	1,245,000
1977	1,117,000

* THE 1981 FIGURE IS AN ESTIMATE. TRAFFIC COUNTER DIFFICULTIES WERE EXPERIENCED DURING JUNE THROUGH SEPTEMBER AND ESTIMATES ONLY WERE AVAILABLE FOR THESE MONTHS.

3. UNITED STATES

BRITISH COLUMBIA'S MAJOR MARKETS IN THE UNITED STATES ARE THE NORTHWESTERN STATES OF WASHINGTON AND OREGON, AND THE STATE OF CALIFORNIA.

UNTIL 1981, TRAVEL FROM THE UNITED STATES TO BRITISH COLUMBIA HAD SHOWN SLIGHT GROWTH. IN 1981, THE VOLUME OF PERSON-TRIPS BY U.S. VISITORS DECREASED 0.4% FROM 2,735 MILLION IN 1980 TO 2,725 MILLION IN 1981. THIS DECREASE MAY BE ATTRIBUTED TO SEVERAL FACTORS INCLUDING INCREASED COST OF TRAVEL, THE GENERAL ECONOMIC DOWNTURN AND GROWING COMPETITION FROM OTHER DESTINATIONS.

TABLE VII

UNITED STATES RESIDENTS ENTERING BRITISH COLUMBIA IN
AUTOMOBILES VIA THE U.S. ONE OR MORE NIGHTS

YEAR	NUMBER OF RESIDENCES
1981	1,135,914
1980	1,146,396
1979	1,156,381
1978	1,260,993
1977	1,197,897

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

TABLE VIII

ONE OR MORE NIGHTS U.S. VEHICLES ENTERING B.C. VIA THE U.S.

YEAR	NUMBER OF VEHICLES
1981	459,676
1980	460,249
1979	460,007
1978	496,859
1977	471,809

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

4. OVERSEAS

BRITISH COLUMBIA'S MOST SIGNIFICANT OVERSEAS MARKETS ARE THE UNITED KINGDOM, JAPAN AND GERMANY.

IN 1981, OVERSEAS VISITORS TO BRITISH COLUMBIA TOTALLED 455,000 PERSON-TRIPS OR 4% OF TOTAL PERSON-TRIPS. THIS REPRESENTS AN INCREASE OF 3.4% OVER THE 1980 VOLUME OF 440,000. OVERSEAS EXPENDITURES ROSE FROM $130 MILLION IN 1980 TO $155 MILLION IN 1981.

TABLE IX

ORIGIN OF OVERSEAS VISITORS TO B.C.

COUNTRY OF ORIGIN	RANK IN VISITOR VOLUME TO B.C.
UNITED KINGDOM	1
JAPAN	2
WEST GERMANY	3
AUSTRALIA	4
HONG KONG	5
NETHERLANDS	6
MEXICO	7

SOURCE: TRAVEL BETWEEN CANADA AND OTHER COUNTRIES, STATISTICS CANADA.

VI ACCOMMODATION

BRITISH COLUMBIA OFFERS ALL TYPES OF ACCOMMODATION FOR VISITORS RANGING FROM RUSTIC CABINS AT HUNTING AND FISHING CAMPS TO LUXURY ACCOMMODATION AT VACATION RESORTS. THERE ARE 1819 OF THESE ESTABLISHMENTS PROVIDING OVER 70,000 ACCOMMODATION UNITS.

TABLE X

1981 ACCOMMODATION ESTABLISHMENTS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND	TOTAL
A VANCOUVER ISLAND	83	159	98	95	395
B SOUTHWESTERN B.C.	101	111	31	68	296
C OKANAGAN/SIMILKAMEEN	26	140	38	81	254
D KOOTENAY BOUNDARY	16	55	20	45	118
E THOMPSON COUNTRY	27	105	61	83	230
F CARIBOO	14	44	106	94	178
G B.C. YELLOWHEAD 16	34	67	43	56	166
H PEACE RIVER/ALASKA HWY	16	47	9	17	82
I B.C. ROCKY MOUNTAIN	18	57	13	17	100
	335	785	419	556	1,819

NOTE: SOME DOUBLE CLASSIFICATIONS, I.E. A MOTEL AND CAMPGROUND OPERATION ARE LISTED UNDER TWO CATEGORIES.

ESTABLISHMENTS REGISTERED WITH THE MINISTRY OF TOURISM BRITISH COLUMBIA ACCOMMODATION AND TRAVEL INFORMATION GUIDE 1981.

TABLE XI

PERCENTAGE OF ACCOMMODATION UNITS BY REGION

REGION	HOTEL	MOTEL	RESORT	CAMPGROUND
A VANCOUVER ISLAND	21	20	21	23
B SOUTHWESTERN B.C.	46	18	16	17
C OKANAGAN/SIMILKAMEEN	7	17	11	17
D KOOTENAY BOUNDARY	2	5	3	7
E THOMPSON COUNTRY	6	13	13	15
F CARIBOO	2	5	17	8
G B.C. YELLOWHEAD 16	8	9	8	6
H PEACE RIVER/ALASKA HWY	5	7	2	2
I B.C. ROCKY MOUNTAIN	3	6	9	5
	100%	100%	100%	100%

TABLE XII

1981 ANNUAL REGIONAL HOTEL OCCUPANCY

REGION	% OF OCCUPANCY	INCREASE(DECREASE) OVER 1980
A VANCOUVER ISLAND	66.2	(5.6)
B SOUTHWESTERN B.C.	74.3	(5.9)
C OKANAGAN/SIMILKAMEEN	73.3	0.4
D KOOTENAY BOUNDARY	*	*
E THOMPSON COUNTRY	68.4	(5.9)
F CARIBOO	56.8	(2.2)
G B.C. YELLOWHEAD 16	63.1	(10.7)
H PEACE RIVER/ALASKA HWY	40.4	(9.6)
I B.C. ROCKY MOUNTAIN	*	*
PROVINCIAL AVERAGE	70.4	(5.6)

* SAMPLE NOT LARGE ENOUGH TO PROVIDE A REPRESENTATIVE FIGURE.

SOURCE: TRENDS IN THE HOTEL INDUSTRY BRITISH COLUMBIA: PANNELL KERR FORSTER CAMPBELL SHARP MANAGEMENT CONSULTANTS.

DURING 1981, THE ACCOMMODATION SECTOR COMPLETED SIGNIFICANT INCREASES IN THE SUPPLY OF ACCOMMODATION AT A TIME WHEN DEMAND SLACKENED. THE PERCENTAGE OF HOTEL OCCUPANCY ON A PROVINCE WIDE BASIS IN 1981 DECREASED BY 5.6% FROM 1980. AVERAGE DAILY ROOM RATES INCREASED BY 21.6% FROM THE PREVIOUS YEAR.

VII LENGTH OF STAY

TRAVELLERS IN BRITISH COLUMBIA SPENT AN AVERAGE OF FIVE DAYS WHILE TOURING THE PROVINCE. THE LENGTH OF STAY VARIES BY ORIGIN OF TRAVELLER.

TABLE XIII

LENGTH OF STAY BY VISITOR ORIGIN

U.S.	4.2 DAYS
CANADIAN	6.8 DAYS
OVERSEAS	10.0 DAYS
NON-RESIDENT AVERAGE	6.0 DAYS
B.C. RESIDENTS	4.0 DAYS

AVERAGE LENGTH OF STAY BY ALL VISITORS IS 5 DAYS.

VIII SOURCES OF FURTHER INFORMATION ON TOURISM IN BRITISH COLUMBIA

EACH REGIONAL TOURIST ASSOCIATION EMPLOYS A MANAGING DIRECTOR TO DEVELOP AND PROMOTE TOURISM. INFORMATION ON LOCAL TOURISM MAY BE OBTAINED BY CONTACTING:

REGIONAL TOURIST ASSOCIATION/MANAGING DIRECTORS

REGION A VANCOUVER ISLAND	Mrs. Joyce Brookbank Vancouver Island Publicity Bureau Rm M36, 635 Humboldt Street Victoria, B.C. V8W 1Z7	382-3551
REGION B SOUTHWESTERN B.C.	Mr. Graham Bell Southwestern British Columbia Tourist Assoc. Box 94449-(#2-5760 Minoru Blvd. Richmond) Richmond B.C. V6Y 2A8	270-6801
REGION C OKANAGAN/ SIMILKAMEEN	Mr. Bob Sheeley Okanagan Similkameen Tourist Assoc. Jubilee Pavilion (185 Lakeshore Drive) Penticton, B.C. V2A 1E7	492-6611
REGION D KOOTENAY BOUNDARY	Mr. Ron Mensing Kootenay Boundary Visitors Assoc. Box 172 (#2-560 Baker St.) Nelson, B.C. V1L 5P9	354-4831
REGION E THOMPSON COUNTRY	Mr. Duncan Myers Thompson Country Tourist Assoc. Box 298 (114 Hudson St.) Salmon Arm, B.C. V0E 2T0	832-8028
REGION F CARIBOO	Mr. Jim Hodgetts Cariboo Tourist Assoc. Box 4900 (23A South 1st Avenue) Williams Lake, B.C. V2G 2V8	392-2226
REGION G B.C. YELLOWHEAD 16	Miss Rusty Halbert B.C. Yellowhead 16 Travel Association Box 1449 (1940 3rd Avenue) Prince George, B.C. V2L 4V4	563-9955
REGION H PEACE RIVER/ ALASKA HWY	Mr. Dick Sequens Peace River/Alaska Hwy. Tourist Assoc. P.O. Box 6850 (9223-100th St.) Fort St. John, B.C. V1J 4J3	785-2544
REGION I B.C. ROCKY MOUNTAIN	Mr. John Jennings B.C. Rocky Mountain Visitors Assoc. Box 10 (#3-448 304th St.) Kimberley, B.C. V1A 2Y5	427-7469

IX GLOSSARY OF TERMS

THE FOLLOWING TERMS ARE USED IN THIS PUBLICATION:

BUSINESS TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS TO CARRY OUT THE DUTIES OF THEIR EMPLOYMENT OR TO FURTHER THEIR BUSINESS OR PROFESSIONAL INTERESTS AND WHO TRAVEL AWAY FROM THEIR NORMAL PLACE OF RESIDENCE, STAY A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURN.
CAMPGROUNDS AND TRAILER PARKS	PROVIDE SITES FOR TENTS AND/OR RECREATIONAL VEHICLES. THEY MAY BE PUBLICLY OR PRIVATELY OWNED AND OPERATED. RESIDENTIAL TRAILER PARKS ARE NOT INCLUDED.
DAILY EXPENDITURE	THIS REFERS TO THE AMOUNT OF MONEY SPENT PER PERSON IN ONE DAY FOR TRANSPORTATION, ACCOMMODATION, ENTERTAINMENT AND GIFTS, MEALS, GROCERIES, RECREATION, , ETC. WHILE TRAVELLING.
HOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE USUALLY ACCESSIBLE FROM THE INTERIOR. THIS DEFINITION INCLUDES MOTOR HOTELS, MOTOR INNS AND APARTMENT HOTELS.
MODE OF TRAVEL	THE TYPE OF TRANSPORTATION USED BY TRAVELLERS TO TRAVEL THE FURTHEST DISTANCE ON THE TRIP.
MOTELS	COMMERCIAL ESTABLISHMENTS IN WHICH UNITS ARE ACCESSIBLE FROM THE INTERIOR OR EXTERIOR AND WHICH PROVIDE PARKING FOR GUESTS. THIS INCLUDES AUTO COURTS AND MOTOR COURTS.
NON-RESIDENT TRAVELLER	A PERSON WHO TRAVELS IN BRITISH COLUMBIA BUT DOES NOT RESIDE IN THE PROVINCE.
OTHER CANADIAN TRAVELLER	DOES NOT RESIDE IN BRITISH COLUMBIA BUT LIVES IN ONE OF THE OTHER PROVINCES OR TERRITORIES OF CANADA.

OVERSEAS TRAVELLER	A PERSON WHO RESIDES IN A COUNTRY OTHER THAN CANADA OR THE UNITED STATES AND ITS TERRITORIES.
PARTY SIZE	THE NUMBER OF PEOPLE WHO CONSIDER THEMSELVES AS TRAVELLING TOGETHER.
PERSON-NIGHTS	A DERIVED MEASURE TO INDICATE THE TOTAL NUMBER OF NIGHTS SPENT BY PERSONS ON THE TRIP. PERSON-NIGHTS ARE CALCULATED BY MULTIPLYING PERSON-TRIPS BY TRIP DURATION.
PERSON-TRIP	ONE PERSON MAKING ONE TRIP E.G. A PERSON TRAVELLING ALONE EQUALS ONE PERSON-TRIP, A FAMILY OF FIVE PERSONS TRAVELLING TOGETHER IS FIVE PERSON-TRIPS (SEE "TRIPS").
PLEASURE TRAVELLERS	TRAVELLERS WHOSE PRIMARY OBJECTIVE IS EITHER RECREATION OR PERSONAL AFFAIRS AS OPPOSED TO BUSINESS. THIS CATEGORY INCLUDES TRAVELLERS ON VACATION, WEEKEND RECREATION TRIPS, VISITING FRIENDS OR RELATIVES OR SHOPPING FOR PERSONAL GOODS.
RESIDENT TRAVELLER	A PERSON WHO RESIDES IN BRITISH COLUMBIA AND TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE, STAYS A MINIMUM OF ONE NIGHT AWAY AND THEN RETURNS.
RESORTS, LODGES	ESTABLISHMENTS WHICH OFFER RECREATIONAL ACTIVITIES IN ADDITION TO ACCOMMODATION. THEY MAY BE OPEN IN SUMMER, WINTER OR YEAR ROUND AND INCLUDE LODGES, COTTAGES, CABINS, FISHING AND HUNTING CAMPS AND GUEST RANCHES.
REVENUE	TOTAL EXPENDITURES BY TOURISTS TRAVELLING IN B.C.
TOURIST	SYNONYMOUS WITH TRAVELLER OR VISITOR AND IS DEFINED AS ANY INDIVIDUAL WHO TRAVELS AWAY FROM HIS/HER NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME.

TOURIST REGION	THE PROVINCE IS DIVIDED INTO NINE TOURIST REGIONS FOR TOURISM DEVELOPMENT AND PROMOTIONAL PURPOSES.
TRIP	A TRIP OCCURS EVERY TIME AN INDIVIDUAL OR GROUP TRAVELS AWAY FROM HIS OR THEIR NORMAL PLACE OF RESIDENCE FOR ANY PURPOSE AND STAYS A MINIMUM OF ONE NIGHT AWAY FROM HOME AND THEN RETURNS.
TRIP DURATION OR LENGTH OF TRIP	THE TOTAL NUMBER OF NIGHTS SPENT AWAY FROM HOME.
TRIP EXPENDITURE PER PERSON PER DAY	IS CALCULATED BY DIVIDING THE TRIP EXPENDITURE PER PERSON BY THE TRIP DURATION.
TRIP PURPOSE	THE MAIN REASON FOR A TRIP. TRAVELLERS ARE CLASSIFIED AS BUSINESS OR PLEASURE TRAVELLERS OR BOTH.
UNITED STATES TRAVELLER	A PERSON WHO RESIDES IN THE UNITED STATES OR ITS TERRITORIES.